



DIGITAL ECONOMY AS A FACTOR OF TRANSFORMATION OF ECONOMIC SYSTEMS

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Abstract: *In the field of production. Digital technologies are used to automate production processes, production management and product quality control. This leads to increased production efficiency, reduced costs and increased labor productivity. In the field of trade. Digital technologies are being used to develop online commerce, which allows consumers to access goods and services from anywhere in the world. This leads to expansion of sales markets and increased competition. In the service sector. Digital technologies are used to develop new types of services, such as online education, telemedicine, remote work and others. This leads to increased availability of services for the population.*

Keywords: *Digital technologies, Digital economy, economic system, efficiency, Globalization, business models*

Digital economy is an economic system based on the use of digital technologies. It is characterized by the following features:

- Using digital technologies as a main factor of production. Digital technologies can improve production efficiency, reduce costs and create new products and services.
- Globalization of economic processes. Digital technologies make it possible to easily and quickly transfer information and goods anywhere in the world.
- Innovative nature of development. Digital technologies are constantly evolving, leading to the emergence of new business models and products.

The digital economy has a significant impact on the transformation of economic systems. It leads to the following changes:

- Changing the structure of economic systems. The digital economy contributes to the development of new sectors of the economy, such as information technology, cloud computing, and artificial intelligence.
- Changing production and distribution processes. Digital technologies are leading to automation of production and distribution processes, making these processes more efficient.
- Changing consumption processes. Digital technologies increase the convenience of consuming goods and services, which leads to changes in consumer preferences.



Changing the structure of economic systems

The digital economy contributes to the development of new sectors of the economy, such as information technology, cloud computing, and artificial intelligence. These industries are becoming increasingly important in the economy and they create new jobs.

At the same time, the digital economy also leads to job losses in traditional sectors of the economy, such as manufacturing, transport, and trade. This is because digital technologies automate these processes.

Changing production and distribution processes

Digital technologies are leading to automation of production and distribution processes, making these processes more efficient. For example, the use of robots and artificial intelligence can reduce production costs, improve product quality and reduce risks.

Digital technologies also make it possible to optimize product distribution processes, for example through the use of online trading. This leads to lower costs and increased availability of goods and services for consumers.

Changing consumption processes

Digital technologies increase the convenience of consuming goods and services, which leads to changes in consumer preferences. For example, online shopping allows consumers to compare prices, read reviews, and place orders quickly. This makes the purchasing process more convenient and efficient.

Digital technologies also allow consumers to access new goods and services that were previously unavailable. For example, the use of mobile applications allows consumers to access food delivery, taxi and other services.

Positive and negative consequences of the development of the digital economy

The development of the digital economy has both positive and negative consequences.

Positive consequences:

- Improved production and distribution efficiency. Digital technologies make it possible to increase the efficiency of production and distribution, which leads to lower costs and increased productivity.
- Creation of new jobs. The digital economy creates new jobs in the field of information technology, cloud computing, and artificial intelligence.
- Improving quality of life. Digital technologies improve people's quality of life by giving them access to new goods and services and simplifying everyday tasks.

Negative consequences:



- Growing inequality. The digital economy can lead to increased inequality between those who have access to digital technologies and those who do not.
- The emergence of new risks. The digital economy is associated with new risks, such as cybersecurity, data leakage, and information asymmetry.
- Changing social structure. The digital economy leads to changes in the social structure of society, in particular, to the growing role of youth and women.

Prospects for the development of the digital economy

The digital economy continues to develop at a rapid pace. It will play an increasingly important role in the economy and society in the future.

It is expected that the digital economy will contribute to further growth in labor productivity, improving the quality of life of people and creating new jobs. However, it is also necessary to take into account the negative consequences of the development of the digital economy, such as growing inequality, the emergence of new risks and changes in the social structure of society.

In order to minimize the negative consequences of the development of the digital economy, it is necessary to develop appropriate regulatory measures and social support.

The development of the digital economy has both positive and negative socio-economic consequences.

Positive consequences:

- Improved production and distribution efficiency. Digital technologies make it possible to increase the efficiency of production and distribution, which leads to lower costs and increased productivity. This contributes to economic growth and improved living standards of the population.

- Creation of new jobs. The digital economy creates new jobs in the field of information technology, cloud computing, and artificial intelligence. These jobs typically pay well and require high qualifications.

- Improving quality of life. Digital technologies improve people's quality of life by giving them access to new goods and services and simplifying everyday tasks. For example, digital technologies are used in healthcare, education, leisure and other areas.

Negative consequences:

- Growing inequality. The digital economy can lead to increased inequality between those who have access to digital technologies and those who do not. This is because digital technologies require access to the Internet, computer and other devices that may not be accessible to some groups of the population.



- The emergence of new risks. The digital economy is associated with new risks, such as cybersecurity, data leakage, and information asymmetry. These risks can lead to negative consequences for the economy and society.

- Changing social structure. The digital economy leads to changes in the social structure of society, in particular, to the growing role of youth and women. Young people tend to be more digitally active and therefore have more opportunities for education, employment and social participation. Women are also more active in digital technology and therefore have more opportunities for self-employment and career development.

Regulatory and social support measures

In order to minimize the negative consequences of the development of the digital economy, it is necessary to develop appropriate regulatory measures and social support. Such measures include:

- Development of digital economy infrastructure. It is necessary to ensure access to the Internet and digital technologies for all groups of the population, including low-income groups, residents of rural areas and other groups that may be excluded from the digital economy.

- Improving regulation of the digital economy. It is necessary to develop a regulatory framework that will promote the development of the digital economy and minimize the risks associated with its development.

- Development of digital literacy of the population. It is necessary to improve the digital literacy of the population so that people can use digital technologies safely and effectively.

The development of the digital economy is a complex and multifaceted process that will have both positive and negative consequences. In order to minimize the negative consequences of the development of the digital economy, it is necessary to develop appropriate regulatory measures and social support.

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